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ANNUAL REPORT
of
LANDER COLLEGE

TO THE
GOVERNOR
AND
GENERAL ASSEMBLY

July 1, 1974-June 30, 1975



Printed Under the Direction of the
State Budget and Control Board

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EXECUTIVE OFFICERS OF THE ADMINISTRATION

Larry Artope Jackson	President
John Ratte	Vice President for Academic Affairs
Charles E. Dunn	Vice President for College Relations
Billy K. Dawson	Vice President for Financial Affairs
H. Randall Bouknight	Dean of Student Affairs

ADMINISTRATIVE OFFICERS

President's Office

Larry A. Jackson President
Steven B. Edwards Director of Institutional Research
Finis Horne Athletic Director

Academic Affairs

John Ratte	Vice President for Academic Affairs
Joseph W. Davis	Associate Dean of the College and Director of Teacher Education
Sam B. Davis	Director of Learning Resource Center
Ann T. Hare	Director of Library
Earl H. Hendricks	Dean of Admissions and Registrar
Ann B. Highsmith	Assistant to the Vice President for Academic Affairs

Financial Affairs

Billy K. Dawson	Vice President for Financial Affairs
Neil Steifle	Business Manager
Robert D. Adams	Director of Personnel
George Franke	Director of Physical Plant
Virginia Davies	Director of Bookstore
Mary Griggs	Director of Financial Aid
Lewis M. Morgan	Acting Director of Security

College Relations

Charles E. Dunn Vice President for College Relations
and Assistant to the President
Thomas L. Hutto Associate Vice President for
Public Relations
Grace Norman Director of Alumni Relations
Tom Landrum Public Information Officer

Student Affairs

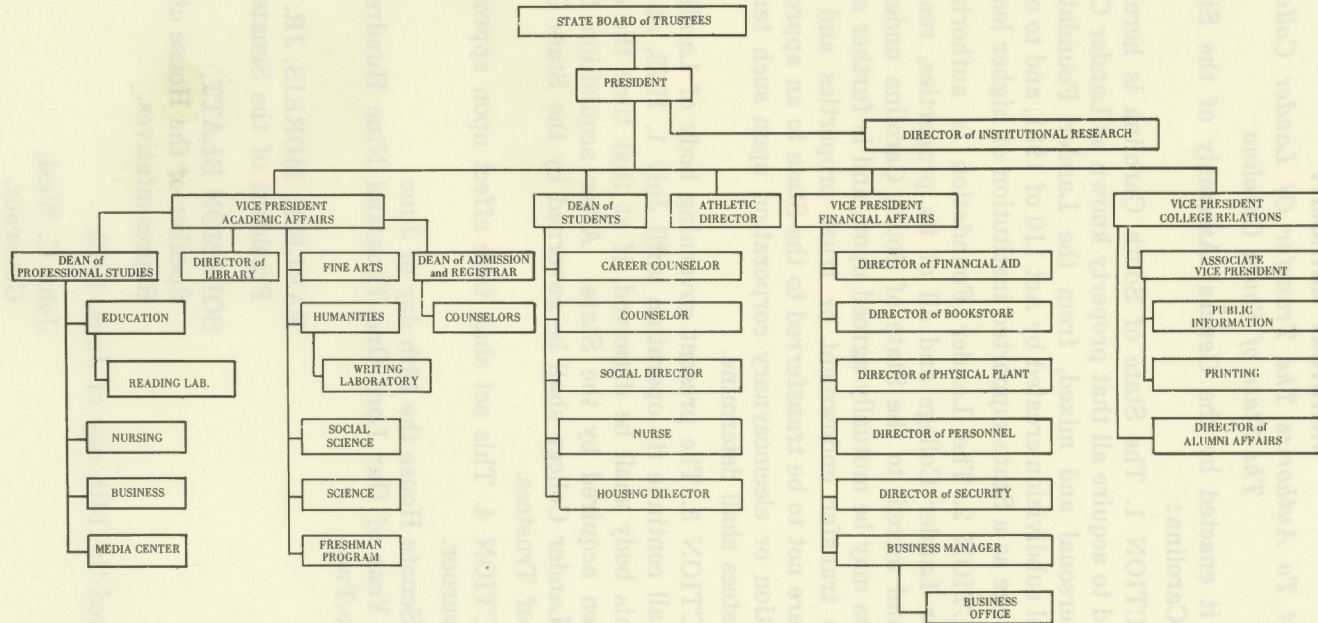
H. Randall Bouknight	Dean of Student Affairs
Elizabeth Jervey	Director of Placement
Doug Spears	Counselor & Veterans' Affairs Coordinator
Martha Bishop	Social Director

Academic Support Personnel

Debbie K. Dennis	Admissions Counselor
Jacquelyn DeVore	Admissions Counselor
Jerry W. Marek	Audio-Visual Coordinator
M. Blair Willingham	Accountant
Emily Collier	Purchasing
Helen Byrd	Staff Assistant, President's Office
David Eustace	Assistant to the Director of the Physical Plant
Mounetta Williams	Personnel Assistant
Bette Tompkins	Staff Assistant, Vice President for Academic Affairs Office

Emeriti

Maybelle Coleman	Professor Emeritus
Elizabeth C. Welborn	Professor Emeritus
Marie Margaret Chisholm	Associate Professor Emeritus
Rennie Hook	Associate Professor Emeritus



STATUTORY AUTHORITY*An Act To Authorize The Transfer Of Lander College To
The State of South Carolina*

Be it enacted by the General Assembly of the State of South Carolina:

SECTION 1. The State of South Carolina is hereby authorized to acquire all that property known as Lander College, real, personal and mixed, from the Lander Foundation, a political subdivision created by Act 110 of 1951, and to operate the college as a State-supported institution of higher learning.

SECTION 2. The Lander Foundation is authorized to transfer Lander College and all of its properties, real, personal and mixed, to the State of South Carolina under such terms as may be mutually agreed upon, and is further authorized to transfer endowment or trust properties and funds which are not to be transferred to the State to an appropriate foundation or eleemosynary corporation upon such terms as the trustees shall determine.

SECTION 3. The present governing body of Lander College shall continue its operation until July 1, 1973, at which time this body shall be dissolved, if at that time the college has been acquired by the State. After acquisition by the State, Lander College shall be governed by the State College Board of Trustees.

SECTION 4. This act shall take effect upon approval by the Governor.

In the Senate House the 13th day of June

In the Year of Our Lord One Thousand Nine Hundred and Seventy-Two.

EARLE E. MORRIS, JR.
President of the Senate.

SOLOMON BLATT,
Speaker of the House of
Representatives.

Approved the 14th day of June, 1972.

John C. West,
Governor.

BOARD OF TRUSTEES

F. Mitchell Johnson, Chairman

James A. Rogers, Chairman Emeritus

Fitz-John C. McMaster, Vice Chairman

Mrs. Ellen Carter Watson, Secretary

J. Kermit Addy	Lexington, South Carolina
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Mrs. Sara V. Liverance	Anderson, South Carolina
Mrs. Eleanor R. Richardson	Union, South Carolina
Howard J. Stokes	Florence, South Carolina
John M. Trask, Jr.	Beaufort, South Carolina
J. I. Washington, III	Orangeburg, South Carolina

PURPOSE

The purpose of Lander College is to provide educational programs designed to meet individual needs in a contemporary world. This purpose is met by an educational process whose central objective is enhancement of opportunities for students, given their natural strengths, to find learning environments and programs that will best help them to create for themselves a fuller and more satisfying life.

ACCREDITATION

Lander College is a fully-accredited, four-year, public co-educational liberal arts institution.

Lander is a member of the Southern Association of Colleges and Schools, the South Carolina College Association, the American Council on Education, the American Association of Colleges, the American Association of State Colleges and Universities, the National League of Nursing, and the National Commission on Accrediting.

HISTORY

Lander College was founded in 1872 by Samuel Lander, a Methodist clergyman. He opened the Williamston Female College in the town of his ministry, Williamston, South Carolina, and it remained a private institution for 26 years. In 1898, the College gained the support of the South Carolina Conference of the Methodist Episcopal Church, South. The College was relocated at Greenwood in 1904 and renamed to honor its founder.

In 1948, when the Methodist Conference, pursuant to a policy of consolidation in educational efforts, decided to discontinue support of Lander College, interested citizens of Greenwood formed the Lander Foundation, a non-profit corporation and leased the College from the Church.

In 1951, the county of Greenwood obtained the College name and property from the Methodists. The South Carolina General Assembly created the Greenwood County Education Commission, known as the Lander Foundation, to serve as the board of control for the college. Lander thus became the only

four-year liberal arts college in the United States to be controlled and financed by a county government.

On July 1, 1973, Lander College came under the control of the Board of Trustees of the State Colleges of South Carolina.

Lander was founded as a college for women and retained that image for many years. Men were admitted in 1943, and the institution is now completely co-educational.

The College has had ten presidents in its one hundred and three years of service. They are: Samuel Lander, 1872-1904; John O. Wilson, 1904-1923; Robert O. Lawton, 1923; B. Rhett Turnipseed, 1923-1927; R. H. Bennett, 1927-1932; John W. Speake, 1932-1941; John Marvin Rast, 1941-1948; Boyce M. Grier, 1948-1966; E. Don Herd, Jr., 1966-1973; and Larry A. Jackson, 1973-

THE PRESIDENT

Dr. Larry A. Jackson

Larry A. Jackson was born in Florence, South Carolina in 1925. He holds degrees from Wofford College, Union Theological Seminary in New York and the University of the Pacific in Stockton, California. Dr. Jackson has served as Director of Santiago College in Santiago, Chile, and was founding Provost of one of the cluster colleges at the University of the Pacific.

He came to the Presidency of Lander College after having served for three years as Vice President at the University of Evansville in Evansville, Indiana.

Dr. Jackson is married to the former Barbara Atwood of Bethesda, Maryland and they have four children. Dr. Jackson and his family have lived for seven years in Chile, one academic year in India, and one academic term in England.

During the Second World War, Jackson served as a navigator in the Eighth Air Force in England.

He assumed his duties as President of Lander College on July 1, 1973, the first year the institution came under control of the State College Board of Trustees.

ACADEMIC PROGRAM

Faculty

During the academic year 1974-75, the faculty of Lander College numbered 66 full-time members. With the additional contribution of part-time members, the full-time equivalent faculty came to a total of 71. Faculty-student ratio for the fall semester in head count was 1:17. 44% of the full-time faculty hold the doctor's degree.

Courses of Study

No new undergraduate programs of concentration were added to the curriculum, but a study of existing programs was begun to determine whether changes were needed. Major programs leading to the degrees of Bachelor of Arts and Bachelor of Science are offered in the following fields: art, biology, business administration, business education, chemistry, drama, early childhood education, elementary education, English, health-physical education and recreation, history, home economics, mathematics, medical technology, modern languages, music, music education, psychology and sociology.

Associate of Arts degrees are offered in nursing, early childhood education, and secretarial science.

Special Instructional Activities

Lander College offers ROTC on a cross-enrollment basis with Presbyterian College. During 1974-75, two students received commissions as second lieutenants in the United States Army.

The nursing program is a special activity of long standing at Lander College. Inaugurated in 1956, the school of nursing operates as a regular academic department with its own certification and accreditation by the South Carolina State Board of Nursing. Enrollment is limited to 70 students and the full-time faculty numbers eight for a student-faculty ratio of 9:1. Clinical facilities of Self Memorial Hospital and other local health agencies are used.

The medical technology degree program consists of three

years at Lander College and one year of in-service training at an approved hospital in Charleston, Columbia, Greenville or Greenwood. Lander has graduated approximately 115 students in medical technology since the first class in 1957. More than 90% of these graduates still serve as licensed medical technologists in South Carolina hospitals and clinics.

The year 1974-75 saw the introduction of a new course for freshmen, Methods of Analysis. This course, supported by a Title III curriculum development grant, was designed to introduce students to college on several levels, including both encouragement of self-expression and helping them to develop, through team-teaching and discussion-size seminars, their own means of handling knowledge and ideas as thinking adults in today's world. Mid-year and year-end evaluations demonstrated the value of the course to Lander students and it is being continued during 1975-76 under the new name of the Freshmen Seminar. An integrated approach to developmental studies was begun during 1974-75. The developmental program combines new teaching modes for freshman English with opportunities for in-depth attention to reading and writing skills in fully staffed and equipped laboratories given over to these areas. In addition, an audio-tutorial method is used for biology instruction, which allows the student to pace himself in learning and assimilating the material presented. Mathematics, also, offers opportunities to upgrade skills through developmental courses a student may pursue alone, or in conjunction with regular math offerings.

Lander College has entered into cooperative arrangements with both Clemson University and the Medical University of South Carolina in five-year programs, in Engineering with the former and in medicine at the latter. Students who can meet the challenges of either of these courses graduate with both the Bachelor of Science degree from Lander College and the appropriate degree from the cooperating university.

The summer school should not be overlooked in any enumeration of academic activity at Lander College. Recertification requirements for public school teachers, a means of acceleration toward less than four-year graduation, opportunities to make up failures at Lander or elsewhere, early intro-

duction to college for freshmen, and other needs are met during the summer session.

Enrollment during first term of the 1975 summer session totaled 744. The summer 1975 produced a total of 5,761 credit hours, an increase of 27% over credit hour production the previous summer.

Curriculum study at Lander College is in the hands of several committees, notably the Master Academic Plan committee and the Committee on General Education.

LIBRARY

Anticipated completion date for the new library building is April, 1977. Construction for the new library building began in April, 1975, with Triangle Construction Company of Greenville, South Carolina, submitting the low bid. The official groundbreaking was held in May. Harper Brothers, Greenville, South Carolina, will do the interior design.

The Visiting Committee of the Southern Association came in April. Since the space problem is being solved as rapidly as possible, there were no recommendations made concerning the library.

A total of 12,520 volumes was reclassified. Reclassification of the main circulating collection should be completed before the move into the new building.

The year was marked by several important acquisitions. The holdings of the *New York Times* from 1851 to the present was completed. Congressman Dorn, upon his retirement from Congress, presented part of his library to Lander College, including several years of *The Congressional Record*, *The United States Code*, *United States Code Annotated*, *Foreign Relations of the United States*, and *United States Treaties and Other International Agreements*. A proposal for a federal grant resulted in \$4,235.00 for remedial and supplemental material in the field of reading, writing, and communication.

Statistics

	June 1, 1974	Added	May 31, 1975
Books	48,023	7,486	55,509
Bound Periodicals ...	4,446	281	4,727

Microforms	4,048	2,152	6,200
Microbooks	14,015	0	14,015
Audio-visuals	3,421	93	3,514
Total	73,953	10,012	83,965
Number of periodical subscriptions	657	106	763

STUDENT AFFAIRS

The student personnel program of Lander College for the year 1974-75 was composed of an acting Dean of Students, a counselor, and a Director of Placement. These individuals also served in areas such as residence halls, veteran's affairs, student organizations, and student activities. The main goals of the office were to develop a distinctive college community in which a student could find a sense of identity and purpose, to insure that the students were given an opportunity to develop self-discipline in their behavior and self-direction in their personal and intellectual growth, to provide informal learning programs that would increase self-expression and self-enrichment, and to provide an environment in which the individual student could develop his educational and social abilities.

The student personnel program supplements the educational programs at Lander with orientation programs, academic counseling, informal learning programs, maintenance of student records, leadership seminars, and advisement of student organizations and activities.

Throughout the years Lander College has suffered from grossly inadequate physical facilities for student activity programs and student meeting rooms. Currently there are four student offices available to students on the Lander campus. A committee has been working on the written program for the Lander College Center which will provide office spaces for student activities and the student affairs program. This program has now reached the design stage with the architects and work will continue so that the building will be ready for contract bid in early 1976.

There are game machines and a juke box in the snack bar

along with several television lounges in the dormitory areas, but overall, recreational facilities are very inadequate.

Student activity funds are budgeted each year to support such activities as student publications, Student Government Association, Fine Arts, College Center Board, and the athletic program. This budget is made up of monies from student activity fees plus projected income from publications and gate receipts of athletic activities. The 1974-75 budget was based on 1,000 students at \$75 per student.

In 1974-75 the Lander student personnel program continued development of a well balanced program of extracurricular activities and encouraged student participation in these and other aspects of college life. Emphasis was placed on special interest groups, fraternities, sororities, athletics, and denominational groups which provide excellent opportunities for students to gain valuable practical experience in leadership and human relations.

The student affairs program participates in the annual orientation program for freshmen, which is scheduled at the beginning of each academic year. During this period, students become acquainted with the college and with each other. Emphasis is placed on the registration process, extracurricular activities, and academic advising and testing.

The year 1974-75 was the beginning of an effort to offer new opportunities for personal enrichment to members of the college community through an informal learning program sponsored by the student affairs office. This informal learning program brought together film series, dramatic and musical productions, and other special programs to the campus throughout the year. In the academic year 1974-75 Lander students saw and heard, among others, Richard Phillips and Paula Hatcher in a classical guitar-flute concert, dramatic presentations by the Repertory Theatre of America and the Alpha-Omega Players, the Amazing Kreskin, and a series of movies, old and new.

The Lander-Greenwood Fine Arts Series is a joint endeavor to bring to campus such attractions as Preservation Hall Jazz Band, the Atlanta Symphony, and the U. S. Marine

Corps Band. This Series is financed partially with student activity funds.

The Lander College Center Board, a student group, sponsors dances and concerts on the lighter side for Lander College students and their guests.

Student life at Lander College is enriched by a variety of student groups and organizations. These activities provide the students with opportunities to develop their interests and abilities outside the classrooms. Each organization has an advisor, who is a full-time faculty member or on the administrative staff. The role of the advisor is to assist the students in their programs and organizational activities. Listed below are the various organizations on the Lander campus:

- I. *Student Government Association*
 - Executive Council*
 - Judicial* *Legislature*
 (Senate)
- II. *Class Officers*
- III. *Student Organizations*
 - A. *Student Publications*
 - Ivy Press (newspaper)
 - Naiad (yearbook)
 - Review (literary magazine)
 - B. *Honorary Organizations*
 - Who's Who Among Students in American Universities and Colleges
 - Alpha Chi (scholarship)
 - Alpha Kappa Gamma (female honorary)
 - Blue Key (men's honorary)
 - Phi Alpha Theta (history)
 - C. *Departmental and Interest Organizations*
 - Athletic Club
 - Behavioral Science
 - College Center Board
 - Cheerleaders

English Club
 Home Economics Club
 Lambda Tau (Medical Tech)
 Lander Singers
 Lander Players
 Lander Lyrikers
 Music Educators National Conference
 Pamoja
 Pep Band
 Pep Club
 Phi Beta Lambda (Business Education)
 Pi Epsilon Mu (P. E. and Recreation)
 Student National Education Association
 Student Nurses Association
 Young Democrats
 Young Republicans
 Veterans Organization

D. Denominational Organizations

Baptist Student Union
 Canterbury Club
 Wesley Fellowship
 Westminster Fellowship

E. Social Fraternities

Pi Kappa Phi National Fraternity
 Sigma Nu National Fraternity
 Tau Kappa Epsilon National Fraternity
 Alpha Phi International Sorority
 Phi Mu National Sorority

F. Service Fraternities

Delta Sigma Theta

FINANCIAL AID

Lander College administers a comprehensive program of financial aid for the benefits of needy and worthy students. Application for financial aid must be made to the Director of Financial Aids. Eligibility must be established each year for which aid is requested by means of a Parent's Confidential statement or student financial statement.

Scholarship awards are made by the Financial Aid Committee of Lander College. The committee reserves the right to withdraw a scholarship from a student whose academic record is not satisfactory. A satisfactory academic record normally means an average grade of "C" or above on any semester's work, which may include the summer session. Eligibility may be acquired at the beginning of any semester and is retained until the beginning of the following semester.

Loans and grants for worthy and needy students are available through the college from the National Direct Student Loan Fund, Federal Nursing Loan and Scholarship Fund, Guaranteed Loan Program, and both Basic and Supplementary Educational Opportunity Grants programs.

Many part-time jobs in which students may earn from \$300 to \$500 per semester are available each year through the College Work-Study Program and Lander's student work scholarships.

HEALTH SERVICES

The Lander Health Services are located at 324 Lawson Street. The health services provide routine office care and the services of a college physician and nurse for all boarding students. First-aid and emergency treatment are available to all students during class hours.

Each student must have submitted a health form before he enters Lander regardless of whether or not he uses the health services.

A registered nurse is available from 8:30 a.m. til 12:00 noon and from 1:00 p.m. til 5:00 p.m. Monday through Friday during the fall and spring semesters. A nurse's assistant is available from 5:00 p.m. til 8:30 a.m. for emergencies that may arise overnight and to be with students who must remain overnight in the infirmary. Summer session hours are from 8:30 a.m. til 12:30 p.m.

The Lander Health Center provides for routine treatment and medicines available in the infirmary. Services and medical personnel other than those mentioned above and the cost of

special drugs or treatments prescribed by a physician are the financial responsibility of the student.

In case of serious illness of a student, the parents will be notified by the Dean of Student Affairs.

FOOD SERVICES

Students are offered a choice of a five or seven day board plan. In order for the food service to serve the student better, an I.D. must be presented prior to entering the dining room. A luncheon plan is provided for commuting students who desire to dine on campus. Lunch meal tickets are available individually or for a book of twenty tickets. The twenty-ticket book costs \$23.50. Commuters utilizing the lunch plan will benefit from a ten-week cycle menu plan and from food selections which include five salads, three entrees, three vegetables, four deserts, and six beverages.

The canteen serves a line of short-order meals and provides a friendly atmosphere for students to meet. The canteen is located in the basement of the Main Building and is open from 8:00 a.m. til 5:00 p.m. and from 6:30 p.m. til 9:30 p.m. Monday through Friday.

BOOKSTORE

The bookstore is located in the Student Center. In addition to stocking text books, such items as blazers, sweatshirts, class rings, mugs, toilet articles, stationery, and class room supplies are available. Refund and buy-back policies are posted in the Bookstore.

POST OFFICE

The post office is located in the Student Center. Boarding students are assigned boxes by the Bookstore manager. Student organizations may request a post office box. A commuting student may rent a box if one is available.

RESIDENCE HALLS

During the 1974-75 academic year, Lander College Residence Halls housed approximately 392 students, 238 of which were new or transfer students. This number of 238 was an

increase of 71 students over the 1973-74 year when 164 new or transfer students applied for housing. Each room is furnished for occupancy by two (2) residents. Beds, desks, chairs, and a chest-of-drawers are provided by the College with the students being free to decorate the room in their own manner.

At the end of the academic year one of the House Directors retired and her position will not be filled. The thought in mind is to employ responsible students as Resident Assistants to assist the students in whatever manner possible.

Because of the increase in enrollment over the last year and the projections for the coming year, Edward Arms Apartment building was acquired. Edward Arms, renamed Coleman Hall, is an eight (8) story apartment building having the capacity to house 124 residents. Also with the projected enrollment increases in mind, Neil and Associates Architects were retained to design a 600-bed complex to be completed in two phases. Phase I would house 280 residents; Phase II, 320. This new building project is in part the Housing facilities outlined in Campus 80.

COUNSELING SERVICES

Counseling Services at Lander College are designed as a part of Student Affairs, to help college students grow in self-understanding toward the attainment of their goals. Counseling is available in the areas of career planning, job placement, academic affairs, personal problems, and veterans affairs. Students are also welcome to discuss any aspect of campus life at Lander. Along with group counseling, informal "rap" sessions may be scheduled for groups of students with similar concerns.

Any problem, large or small, can be confidently discussed by visiting the Counseling Services Office. Students may be referred by members of the Lander Community or come to the counselor's office on their own initiative.

During the fall semester 1974 and spring semester 1975, a group of upperclassmen (called the EXPO Team) worked as part of Counseling Services to assist students with any

problems or concerns which may confront them in their daily journey through college. The purpose of the program was to assist students to help themselves; to assist students in keeping informed about services and programs at Lander; to assist their peers in working out problems such as study habits, taking notes, scheduling time, social pressures, value concepts, etc.; and furnish more feedback to faculty, staff, and administration about concerns of the students.

The central concern of the services has been to make the college experience more meaningful and rewarding for the students who come for assistance. A purpose of the counseling services is to help in the growth and development of the individual client, thus making their education (formal and informal) significant, and that it contribute to their development as a human being.

Over 60% of the student body has used the Counseling Services Office for one reason or another during the past fiscal year. This includes veterans, personal, career, academic, and group counseling with many using our services numerous times. From feedback, the counseling staff has been successful and most helpful to those students who used the services.

CAREER PLANNING AND PLACEMENT

The Office of Career Planning and Placement has completed its first year of full-time service at Lander College. Located in Genesis Hall, the office is a part of Counseling and Placement Services and is directly responsible to the dean of student affairs. The professional staff in counseling and placement services consists of one full-time student counselor and one full-time director of career planning and placement. Adjacent to the offices is a conference room for Genesis Hall, which is also used as a Career Library. Due to limited space, the office will not be able to greatly expand its library offerings until completion of College Center.

I. Services rendered by the career planning and placement office for the year 1974-75 were:

- A. Career Planning
- B. Seminars and Speakers
- C. Formulating Senior Placement Credentials
- D. Career Library
- E. Administer and Interpret Vocational Interest Inventories
- F. Alumni
- G. Employer Contacts
- H. Part-time Employment

II. Other Activities

- A. *Membership:* The director of career planning and placement holds memberships in the following professional organizations:

- 1. College Placement Council
- 2. Southern College Placement Association
- 3. South Carolina College Placement Association

The director attended two professional meetings during 1974-75. One in Knoxville, Tennessee, and one in Charleston, S. C.

- B. *Faculty.* The majority of work done with faculty has been through furnishing them with printed career materials relating to their respective disciplines.
- C. *Monthly Reports:* Beginning with January, monthly reports were published regarding the number of students who made appointments with the office of career planning and placement; number of employer contacts; number of alumni contacts.
- D. *Freshman Seminar:* The Director of Career Planning and Placement requested to be given

one class period of each of the Methods classes. The primary objective for meeting with these students was to begin exploring with them careers in terms of values, self-concepts, and self development. There was no effective means of evaluation except that some of the students (approximately 10% of the 250 contacted) made appointments to discuss themselves in relationship to careers. This series will be offered again for the 1975-76 academic year.

Below is a computation on the number of students seen by the career counselor beginning January 1, 1975 and ending June 30, 1975. Data is unavailable from July 1, 1974 through December 31, 1974 primarily because this office was relocated twice during that period.

These statistics reveal the number of students who actually made appointments to come to the office and most were seen on an individual basis.

Student Contacts — Career Planning and Placement

Students registering for part-time employment	104
Students registering with placement office and beginning placement credentials	110
Students interviewing with employers	130
Students seeking career counseling	67
Students using vocational interest blanks	1
Total	412

Employer Contacts

Employers listing positions (full-time and part-time)	29
Employers interviewing on campus	16
Employer contacts	62
Total	107

Alumni Contacts

Alumni using placement services	21
TOTAL CAREER PLANNING AND PLACEMENT CONTACTS	540

Housing Contacts — female	111
Personal Counseling	6
Other Contacts (faculty, staff, relatives of students, etc.)	79
<hr/>	
Total	196
Total Contacts, Career Counseling Office....	736

COLLEGE RELATIONS

During 1974-75, Public Relations, Alumni Relations, Information Services and Printing Services were integrated under one administrative officer. Central responsibility was established and closer cooperation formulated for what had been a more informal structure. College Relations is now divided into two areas of responsibility, Public Relations and Alumni Affairs.

PUBLIC RELATIONS

The purpose of the Public Relations Office is to make the Lander College story known to the largest number of people possible, both within the boundary of the state of South Carolina and outside it. The primary objective of the department is to make citizens of South Carolina aware of the wide range of higher educational opportunities available to them at Lander. Objectives of the department are obtained through personal contact, news releases, direct mail, and through publication of periodicals, pamphlets and similar materials. The Public Relations Office is responsible for the publication four times a year of "The Lander College Magazine," a general interest periodical edited to reflect an accurate picture of the entire Lander College Community. The magazine is mailed to approximately 4,500 alumni of the college, faculty, staff, administration, students, and to a select list of approximately 2,000 active supporters of the college.

Information Services

The Information Officer of Lander College is responsible for regular news releases concerning significant events at the

college. The releases are mailed to all South Carolina daily newspapers and television stations. Weekly newspapers and local radio stations receive releases when the news is of significant general interest or when local students are mentioned.

An internal publication, "Friday Morning At Lander College," was published weekly for distribution to the entire college community. The bulletin carried news of meetings, upcoming college events, reminders of important college dates such as registration deadlines, graduation activities, and concerts. In addition, announcement of new personnel are carried along with congratulatory messages when appropriate.

Printing Services

The Public Relations Office is responsible for the operation and supervision of a printing and duplicating facility with a wide range of capabilities. Regular college forms, relatively simple brochures, posters, important committee reports, and similar materials are routinely produced. During the 1974-75 year, the printing services section was responsible for production of approximately 450 professional printing jobs, involving approximately 1 million impressions.

In addition to regular printing services, the department now has responsibility for and oversees use and maintenance of two Xerox machines, a mimeograph machine, and mailing facilities. The operator of the facility is making an ongoing study of printing costs, with the objective of gaining a more efficient operation and upgrading quality of materials.

College Publications

The Public Relations Office is now responsible for planning, assembly, and editing of several official publications. During the past year, the office produced the following publications: The College Viewbook (a student recruitment booklet); The 1975-76 Catalog; The 1974 Fall Schedule of Classes; The 1974 Fall Schedule of Evening Classes; The 1975 Spring Schedule of Classes; The 1975 Summer School Brochure; The 1975 Summer School Schedule of Classes; issues of "Friday Morning At Lander College;" and The Lander College Magazine.

In addition to the above publications, the office of Public

Relations was responsible for the planning, assembly, and pre-publication preparation of all promotional materials to be used for the 1975-76 college year, which were in various stages of production at the close of the fiscal year.

Important documents printed by the college printing service during the year included the following:

- Lander College Staff Handbook
- Lander College Faculty Manual
- Lander College Security Handbook

ALUMNI AFFAIRS

The purpose of the Lander College Alumni Association is to further the interests of Lander College and to promote among its present and former students and friends a spirit of good fellowship and loyalty.

The Association is divided into 23 areas, each with an area director. An effort is made to hold a meeting in each area during a college year. Through work of the organization, the annual drive in October, 1974 resulted in contributions from 20 per cent of alumni carried on active roles. The methods used were: solicitation within South Carolina and direct mail solicitation out of state. Funds from the drive are used for scholarships, student relations, and maintenance of the Alumni house.

The Lander Mini-Messenger, published by the Alumni Office, was sent to all alumni. The Alumni Office cooperates with and assists the Public Relations Office in gathering and editing news of alumni for the Lander College Magazine.

Alumni are welcome on the campus at all times, and are issued special invitations each year for Homecoming and Alumni Day. Homecoming is held in February and Alumni Day is part of graduation weekend.

HEALTH, PHYSICAL EDUCATION, AND RECREATION

There are three areas of the Department of Health, Physical Education, and Recreation all of which seek to contribute to the growth of every student.

(1) The *Professional Preparation Program* prepares major students in HPER to teach Health and Physical Education

in grades from kindergarten through the twelfth grade after receiving the B.S. degree. Other majors, who are not certified to teach are qualified to work in other related areas of Health, Physical Education or Recreation. More than 85 men and women are now majoring in HPER.

(2) Through the *Service Program*, the HPER Department develops skills in a variety of activities and sports. Two semesters of HPER are required of all students. The purpose of the program is to develop a level of skill in varied activities which will encourage life-long physical activity.

(3) Through the *Intramural Program*, the third area of the HPER Department, organized competition in a variety of sports and other activities are provided for men and women. During the 1974-75 school year over 40% of the student body participated in intramurals. It is anticipated that more students will participate during the 1975-76 school year, with the arrival of an Intramural Coordinator.

The HPER staff includes Thomas B. Stevens, EdD., Chairman; Lorraine A. Redderson, Ed.D.; Jerald D. Hawkins, Ed.D.; Mr. Joseph Manjone, M.A.; Mr. Thomas Langley, M.A.T.; and Mrs. Carol Neubner, A.B.

Mr. Joseph Chandler, M.A.T., is on a leave of absence for school year 1975-76.

ATHLETICS

Lander College has established an intercollegiate athletics program. A faculty committee serves as an advisory group on policy matters related to the development of the program.

Intercollegiate schedules are established in basketball, golf and tennis for men; and in volleyball, tennis, and basketball for women. The philosophy of scheduling is to compete against nearby teams whenever possible. The reason is to reduce the high cost of travel and to play schools with a comparable philosophy in athletics.

The athletic staff consists of Finis Horne, athletic director and basketball coach; Joe Cabri, a faculty member and tennis coach; and Bill Dawson, vice president for Financial Affairs and golf coach. Peter Vahjen, a faculty member, coached

women's basketball and women's tennis during the 1974-75 season and Lorraine Redderson, a faculty member, coached the women's volleyball team for the 1974 season.

ADMINISTRATIVE SERVICES

Mail Service

The campus shop director is directly responsible for incoming mail service. With an increase in enrollment, mail volume has increased substantially. The College post office receives all incoming mail and distributes on a daily basis all mail for students, faculty and staff. Post office boxes are provided for boarding students and faculty. All other mail is distributed to a central location in the main building.

Parking

With an increased enrollment, parking facilities are inadequate. The student body is predominately commuting students who require parking facilities within walking distance of most classroom buildings.

Two additional parking lots were added during the 1974-75 academic year.

Telephone Service

As with other services required for an expanding enrollment, telephone service has grown during the past year. Additional equipment has been installed to accommodate additional extensions.

CAPITAL IMPROVEMENTS

A master plan for the development of Lander College was completed during 1973-74. This plan provides for the expansion of the college, making use of all available campus property.

A basic plant consisting of new facilities for the Library, Student Center, and Academic instruction comprise the initial phase of development of the "New Lander."

The first new construction at Lander since state control

was started during June, 1974. A small office/classroom and maintenance buildings were the first state projects and were completed during October, 1974.

The architectural firm of Freeman, Wells, and Major of Greenville has been selected to design the Library. Plans for this new building are completed and construction is underway. The bid was awarded to Triangle Construction Company of Greenville, South Carolina.

BUSINESS AFFAIRS

Accounting

On July 1, 1973, Lander College came under control of the Board of Trustees of the State Colleges of South Carolina.

As state control became evident, plans were coordinated to transfer from a manual accounting system to a computerized one. Since the college had been working with the State Auditor's Office prior to July 1, 1973, the transition period was well planned and proceeded smoothly.

Auxiliary Enterprises

The auxiliary enterprises includes Resident Halls, Dining Hall, Snack Bar, Student Laundry and Vending Machines, and Bookstore. Auxiliaries continue to operate in the black for 1974-75.

Dining Hall

The cafeteria exists mainly for resident students. Faculty, administration, staff and commuting students may also purchase meals on a daily basis. The cafeteria offers two boarding plans for resident students; one plan is a 5-day and the other one is a 7-day meal plan.

Snack Bar

The snack bar prior to June 30, 1973, has been composed of vending machines. An old Gym was renovated and a snack bar installed. The snack bar is not run by the college but leased out, which proves to be very satisfactory to Lander.

Purchasing

Purchasing is divided into three areas. The Bookstore Manager purchases all resaleable supplies and books. All

other equipment and supplies for the general operation and maintenance of the College are purchased through the Purchasing Office, with the exception of library books, which are purchased by the Librarian.

The Purchasing Agent issues all purchase orders. The Bookstore serves as a central store for items such as paper and routine office supplies. Large quantities of paper and envelopes are kept by the Printing Department, which are disbursed as needed. Repair materials and custodial supplies are kept in a central store which is monitored by the Purchasing Office.

With an increased operating budget, the purchasing load has increased by 32 per cent. Purchase orders placed during 1973-74 number 1,789. For the fiscal year 1974-75 the number increased to 3,052.

Vending Machines

The college maintains a limited number of vending machines which are owned by various companies. The college receives commission from the sales.

PHYSICAL PLANT

Lander College's campus comprises approximately 70 acres located two blocks from the downtown business district of Greenwood. The buildings consist of the Main Administration and Classroom Building, Barratt Science Building, Grier Student Center, Barksdale Physical Education Center, Library, the President's home, Lander Apartments, Chipley Hall, College Hall, Genesis Hall and Coleman Hall.

With the exception of Barratt Science Building, Barksdale Physical Education Center and Genesis Hall, all buildings are old or obsolescent. Inadequate funding during the past years prevented much needed repairs and renovations. Under state control a system of preventive maintenance has been implemented which will insure maximum use of these buildings.

Planned renovations and construction of additional facilities will insure our rapidly expanding student body a basic plant comparable with that of our sister state colleges.

PERSONNEL

On July 1, 1974, the first Personnel Director since becoming a State Supported Institution was employed to be responsible for planning and administering the personnel program for Lander College. The Personnel Department keeps all records on classified employees of the College and administers benefits including the State insurance program for classified and unclassified employees. The Personnel Department works closely with the S. C. State Personnel Division in an attempt to conform to State Practices and Policies as they relate to the College Personnel. Classified employees as of June 30, 1974, totaled 99. Unclassified employees including part-time personnel totaled 102.

The Personnel Director also serves as the Affirmative Action officer of the College.

**LANDER COLLEGE
FINANCIAL REPORT — FISCAL YEAR 1974-75**

Operating Funds:

Education and General Revenue	
Student Fees	\$ 667,362
State Appropriation	2,238,590
Other Revenue	233,944

Total Revenue (Education and General)\$3,139,896

Auxiliary Services (Net Expended)	447,669
Student Financial Aid (Net Expended)	168,683
Student Activities (Net Expended)	73,756

Grand Total Operating Revenue\$3,830,004

Education and General Expenditures	
Instruction	\$1,287,871
Research	16,119
Academic Support (Library)	285,946
Academic Support (Other)	366,509
Student Services	159,333
Institutional Support	586,280
Operation & Maintenance of Plant	437,838

Total Expenditures (Education & General)\$3,139,896

Auxiliary Services	447,669
Student Financial Aid	168,683
Student Activities	73,756

Grand Total Operating Expenditures\$3,830,004

Capital Improvement Funds

Revenue — State Capital Improvement Bond\$5,505,000

Expenditures and Obligated Funds

Library Construction	\$2,652,000
Parking Facility	120,000
Student & Administrative Center	2,733,000

\$5,505,000

STATISTICS

Total Enrollment

Total Enrollment	Fall 1974
Head Count	1,314

Enrollment by Class

	Fall 1974
Freshman	611
Sophomore	284
Junior	263
Senior	156

Enrollment by Sex

	Fall 1974
Male	612
Male Percent of Total Head Count	46.6
Female	702
Female Percent of Total Head Count	53.4

Student Characteristics

Status	Fall 1974
White	1,196
Black	106
Other	12

Faculty Characteristics

	Fall 1974
Professors	10
Associate Professors	9
Assistant Professors	42
Other	20
Course Offerings	368

Average Salaries of Instructional Faculty

	Fall 1974
Professor	\$15,605
Associate Professor	\$13,131
Assistant Professor	\$12,033

